

# Implementation, strategic controls, and contingency plan essay sample

[Business](#), [Company](#)



## Abstract

Apple Inc. is a global innovator of the MacBook, tablets, iPhones, iPods, and other innovative products. Apple is the leader in the electronic market sector for innovative product growth and development. The implementation plan will explain the strategic controls and contingency plan for the organization along with an implementation process. This will allow Apple to assess risks and financial forecasts that will be utilized on the basis of repositioning the organization brand.

## Implementation, Strategic Controls, and Contingency Plans

### Organizational plan

Apple Inc. is one of the most successful organizations in the world. The heighten anticipation from consumers when they launch new products proves they are one of the most visible brand names in the world. Apple Inc. success is attributed to the visionary leadership of former chief executive Steve Job and the strategic plan of emphasizing on developing new products.

### Implementation plan

Apple Inc.'s success is attributed to the visionary leadership of former chief executive Steve Jobs and the strategic plan of emphasizing developing new products. Apple Inc. is in a transitional phase at this time, following the demise of Steve Jobs, and looking for techniques that will allow the organization to recapture market share. This implementation plan is mainly worried about how to diversify the products presented, recapture customer loyalty, and remain the trailblazer in the mobile market. The plan focus on

the following areas: short-term objectives, initiate specific functional tactics, outsource nonessential functions and design an effective reward. Objectives:

To increase sales to consumers who currently do not own Apple's products.

To produce hassle free phone, tablet, or any other electronic product for the enjoyment of their consumer. To be the leader in the Electronic market sector.

Strategies:

Increasing the organization's distribution chain to reach more consumers.

Invest more in Research and Development.

To be the leader in the mobile market sector.

Functional tactics

Functional tactics are detailed statements of the " means" or activities that will be used by a company to achieve short-term objectives and establish competitive advantage (Pearce & Robinson 2014). Management understands that their involvement is required for the successful implementation of functional tactics. The Research & Development department is important to the success of any product. R&D will control how one uses new technology to improve existing or future products. The Research & Development department also helps to determine which features are valuable to consumers who will mainly use the retailer's products. Marketing operates in combination with the Research & Development to determine how to keep current customers while seeking their competitors customers. Organizations also understand that the Finance Department plays a major role in ensuring that expected costs do not surpass company assets. Action items

The purpose of the action items is identify the customers' needs and make it profitable for the organization. Organizations understand that the customer is the main focus in the success of an action item. A successful implementation plan ensures staff have an adequate amount of resources and raw materials which allows them to be creative and innovative. The Research and Development department plays an important role developing new action items and technology that will allow the company to compete against other technology or electronic companies. While the marketing department will concentrate on implementing ideas to attract new customers. Milestones and a deadline

Milestones for an organization must be attainable. The main two milestones will begin instantaneously. The company will focus on developments of new products which will be introduced to existing customers. The new product development stage is predicted to take place within three to six month. After a sample product is produced the life cycle of the new product must be studied to decide if it is a profitable for the organization. Once the product testing is approved the responsibilities are then moved to the marketing department. Tasks and task ownership

Tasks are assigned and completed within a certain amount of time to meet their deadlines. The first task will occur instantaneously. The Marketing department has the responsibility to create the brand for the organization and its new product. As products are introduced and the image of the company is revamped it is vital that the marketing department produce exclusive promotional ideas. Resource allocation

An organizations assets will be allocated to ensure that employees have necessary the tools to be successful. The Research and Develop department will have access to technology materials and other resources allocated to stay within budget. The marketing department also produce the ad campaigns within the allocated budget provided by the organization.

#### Required Organizational Change Management Strategies

The value discipline mostly used within Apple Inc. mission and vision statement is operational excellence. Operational excellence allows the organization to gain a competitive advantage over their competitor's. Operational excellence allows Apple Inc. to align their strategic goals with the needs and expectations of their target demographic. Utilizing the operational excellence strategy allows the organization to evaluate the success and failures of the implementation process. Key Success Factors & Financials

Organizations understands the availability of financial assets is important when implementing a strategy. Apple, filed their 10k annual report with the SEC for financial results for their fiscal 2014 fourth quarter ended September 27, 2014 (www. paladino. ch, 2014). Apple reported their quarterly revenue at \$42. 1 billion and quarterly net profit of \$8. 5 billion, or \$1. 42 per share (www. paladino. ch, 2014). These results compare to revenue of \$37. 5 billion and net profit of \$7. 5 billion, or \$1. 18 per diluted share, in the year-ago quarter. Gross margin was 38 percent compared to 37 percent in the year-ago quarter (www. paladino. ch, 2014). International sales accounted for 60 percent of the quarter's revenue. Apple's board of

directors has declared a cash dividend of \$. 47 per share of the Company's common stock.

The dividend is payable on November 13, 2014, to shareholders of record as of the close of business on November 10, 2014 (www. paladino. ch, 2014). “ Our fiscal 2014 was one for the record books, including the biggest iPhone launch ever with iPhone 6 and iPhone 6 Plus,” said Tim Cook, Apple's CEO (www. paladino. ch, 2014). “ With amazing innovations in our new iPhones, iPads and Macs, as well as iOS 8 and OS X Yosemite, we are heading into the holidays with Apple's strongest product lineup ever. We are also incredibly excited about Apple Watch and other great products and services in the pipeline for 2015.” (www. paladino. ch, 2014). Financial Forecast

While it would be a major step increase it isn't out of the realm of possibility for Apple to sell 70 million iPhones in the December quarter. It would have to sell just over 30 million, technically 30. 73 million, and more iPhones in the December quarter vs. September (www. forbes. com, 2014). September quarter sales of 39. 3 million units

December quarter sales of 70. 0 million units

Qtr. to Qtr. increase of 30. 73 million units

An increase of 78% quarter over quarter

Sell through of 31. 68 million units when adjusted for channel inventory An increase of 83% quarter over quarter (www. forbes. com, 2014)

Risk Management Plan

There's a risk in every business venture. Risk management is never a one-

time process but a process meant to provide continuous improvement for an organization. Organizations understand that as the market changes risk management will help alleviate a negative impact. Risk Mitigation & Contingency Plan

Apple Inc.'s risk mitigation and contingency plan challenges risks with the anticipation of alleviating any issues before they occur. Many spectators thought there would be a delay in the introduction of the new and improved iPhone 6. Apple's has contingency plans in place and redesigns, especially for brand-new devices transitioning from prototype to mass production, IDC smartphone analyst Ramon Llamas said. This enables it to be flexible when last-minute redesigns are needed. Apple understands by implementing a contingency plan will allow the company to alleviate known issues that may damage their reputation. Furthermore, prior to launch date of the iPhone 6 there will be a series of tests for any manufacturing complications or product delays. Apple Inc. understood their maybe naysayers with the introduction of a newer thinner and larger screen iPhone 6, so thought to unveil two versions of the phone. Apple Inc. unveiled the iPhone 6 with a 4.7 inch screen and the iPhone 6 plus with a 5.5 inch screen (www.business.financialpost.com, 2014). This would allow the company to salvage any damage to its reputation or loss of a customer. Conclusion

The successful implementation of Apple Inc.'s short-term and long-term objectives will make the company a leader in their market sector. Focusing on their milestones will allow Apple Inc. to assess their successes and failures implemented by the strategic plans. By assessing their assets,

supporting their strategic plan with customers' needs and utilizing their strengths will allow Apple Inc. to position itself as the leader in the consumer electronic market sector.

## References

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